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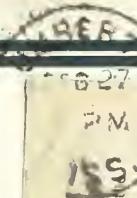


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1923 Indexed

Bass Pecan Company

LUMBERTON, MISSISSIPPI



1923

U. S. DEPARTMENT OF AGRICULTURE
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1923

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY,
Horticultural and Pomological Investigations.

8-4767

"LARGEST GROWERS OF PECAN TREES IN THE WORLD"

MORE THAN FIFTY VARIETIES OF THE PAPER SHELL PECANS---*Which is the Best?*



Looking down one of the rows in our Nursery of Bred-up Pecans.

There are more than fifty different varieties of the papershell pecan, and out of this number we have selected the kinds we list as the best all-round varieties. One variety will excell others in one particular or more, but fall so far short of equaling them in other ways that it has to be discarded as an undesirable sort. The varieties we list have all been tested and proved to be suitable to the different kinds of soil we have in the Cotton belt of the South. Naturally one kind will suit one soil better than another, and it is for this reason that every buyer should tell the nurseryman the kind of soil he has and get his advice about variety. But we have no hesitancy in saying that the Stuart, Success, Schley, and Bass Papershells are the peer of them all as all-around nuts, and are the safest of all to plant.

WHAT SIZE TREES SHOULD BE PLANTED?

It has been our experience that the larger size of pecan trees where well dug and packed can be safely transplanted all over the South. We have for several years specialized in large pecan trees and our customers report unusually good results in living, growing and early bearing trees. Of course, the large trees will bear earlier and will be more out of the way of the plow and of your stock. They will cost you more, but you will save from one to three years in their bearing, and in ten or twelve years one crop of one or two of the years you have saved will pay the difference in many large and small pecan trees. We have some of our extra large trees set one year ago this Spring that have more than forty pecans on them now. You can be sure that when you buy our big trees you will get a big fine root system and that the roots will be so well packed in damp moss that the trees will live and grow off fast if properly put out by you.

PRUNED AND PREPARED—READY TO SET OUT

We endeavor to send out properly pruned trees, just as if we were going to plant them ourselves, leaving the planter nothing to do but set them out. The taller grades of trees should be top-trimmed, as it balances the top against unavoidable loss of some roots when the tree is transplanted. Proper pruning insures the tree living and a good growth. Where trees are properly pruned, handled and planted there is no reason why any of them should die. Our prices are made on the height of the trees when dug. When properly top-trimmed the height is often materially reduced. Therefore, if the height of a trimmed tree, when received, is less than the catalogue height, this is the explanation. Trees will be cut back more than usual this season because careful data shows that the trees live better where trimmed heavily, and that in two or three years they are larger than trees not cut back enough at planting time.

BASS PECAN COMPANY
“*Largest Growers of Pecan Trees in the World*”
LUMBERTON, MISS.



One of Our Beautiful Young Orchards, First Year Set Out.

SOIL CONDITIONS ADAPTED TO PECANS

Land that will grow hickory or oak trees will grow fine pecans. It has also been well said that any land that will grow cotton will grow pecans. Well-drained land is needed for best results. Practically any average land in the South will grow fine pecans.

HOW FAR APART SHOULD TREES BE SET?

On average land you can set your pecan trees 50 feet apart, which will give you 17 trees to the acre. On real good land set the trees 60 feet apart or use just 12 trees to the acre. If you set the trees closer than this the winds cannot get through the branches well in a few years and mate the male and female blooms, for the branches will be interlocking. No greater mistake has ever been made than setting pecan trees too close together.

CULTIVATION AND FERTILIZATION

Pecan trees need cultivation just like other crops for best results. Frequent plowing and hoeing or, better still, the growing of crops that you must cultivate around your trees will pay you well. The use of barnyard manure around your trees or two or three pounds of commercial fertilizer around each tree will give you big returns. Full planting instructions are sent with each order for trees. Your success is our success and we will do all in our power to help get fine results with our trees. Don't fail to write us for planting and cultural directions for pecans.

WHEN IS BEST TIME TO PLANT PECANS?

You can set the trees out any time after the leaves shed until the trees start to budding again. This is about from the 15th of November to first of March with us here. The early set trees are the best, as they have more time to get acclimated to their new location and have a chance to grow little roots and brace themselves before the Spring growth starts. Book your orders at once, and plant your trees early, is our advice to you. You will never regret doing it. Remember, full planting and cultural directions free.

BASS PECAN COMPANY
"Largest Growers of Pecan Trees in the World"
LUMBERTON, MISS.

Where to Buy It

Where to Set It

The Pecan and Its Culture

By BASS PECAN COMPANY, Lumberton, Mississippi

"Largest Growers of Pecan Trees in the World"



The Pecan Shell

A few years ago pecan growing was practically unknown. Today it ranks as one of the most promising horticultural pursuits of the entire South.

The men and women who, a few years ago, looked ahead and planted out orchards of papershell pecans no longer dread and fear old age. The investment they made is beginning to bear fruit, their profits are increasing and they will be able to enjoy the rest, ease and comfort that old age holds so dear.

The pecan is of the same botanical classification as the hickory, and we might say right here that where one does well the other is sure to succeed also. As nearly everyone knows, the pecan is more highly bred-up than the hickory or scaly-bark and naturally is far more nutritious, nourishing and palatable.

Pecan Culture Develops Rapidly In the South



The Owner of this 100-Acre Orchard in Southwest Georgia Sold It for \$100,000.

The picture shows a grove in Southwest Georgia that was recently sold by its owner for \$100,000. That is not an exceptional case. We have ourselves refused \$1,000 per acre for our grove. We didn't sell because the trees are making us about \$300.00 per acre annually now—and each year the yield grows larger and the profits bigger.

The pecan industry is entirely out of the formative, experimental period. It is now on a sound basis and thousands of dollars are being invested in it and most of it, we're glad to say, by practical business men and financiers.

All this despite the fact that the pecan industry has been exploited by unscrupulous orchard promoters, by get-rich-quick nurseries and their agents. These men have worked off thousands of scrub pecan trees, stunted and worthless culs, on men and women who were trying to get a foothold in the pecan industry.

One of the Safest of All Investments

There is no comparison in the element of safety and certainty of results in raising pecans as compared to raising fruit.

Lightning, rains, wind storms and droughts do not ruin pecan orchards. Fruit trees, thousands of them, are lost each year by blight or disease, but not so with pecans. The man with the fruit farm must sell his product quickly or it will spot on his hands. The pecan grower markets his crop leisurely, for pecans keep fresh for many months.

Unlike cotton, corn, and other things that must be planted each year, one planting of pecans lasts a lifetime. And the older the tree, the larger the yield. The heaviest yield on record was made by a tree whose age was estimated by horticultural experts at over 400 years.

Largest Yields From Oldest Trees

The improved bred-up papershell pecans usually begin to bear the second or third year set out. As the trees get older each year, the largest crops of pecans on record have all been made by the largest and oldest trees. And there is no record of any pecan tree dying or failing to produce its annual harvest of nuts on account of old age.

The older the pecan tree the less work and attention it requires. It is almost completely self-nourishing—sending its roots down into soil so deeply that it feeds on elements unreached by the root system of any other tree or plant. Pecan growing is a permanent investment and one that becomes increasingly profitable as the years roll on.

Few Investments Pay Bigger Profits Than Good Pecan Trees



Happy in Old Age—Gathering \$40 Worth of Pecans Off of One of Our 8-Year-Old Trees.

Single 8-year-old pecan trees have produced as high as \$50 worth of nuts each year. Older trees have done even better, single trees making crops that sold for as much as \$300 in a single season.

We have ourselves refused \$1,000 per acre for orchards that cost us practically nothing. The land was bought at \$10 per acre and set to pecans. The nuts from the trees have already more than paid for the land, taxes, trees and all upkeep and now we could get \$1,000 per acre if we wanted it.

A few years ago the land was worth \$10 per acre, now it is worth \$1,000 per acre. That is our own record right here at Lumberton. Others have done as well. The records of one single bred-up tree (we keep careful records of the nut crops from each tree in our orchard) shows that it has made 2140 pounds of pecans in the 21 years it has been set out. Figure this at fifty cents per pound and you can see that this one tree has paid a profit of \$1070 in cold cash. Just think what 100 or 200 trees like this would mean to you and yours in your old age.

Over-Production Impossible

The papershell pecan is generally admitted to be the finest flavored nut that grows, also the richest in food value. Nuts and nut products are everywhere becoming more popular. The demand is established and it is increasing.

Such a thing as over-production is remote, if not entirely impossible. We have the whole world for our market and 12 months in the year in which to supply that market. The South alone can grow the papershell pecans profitably. This opportunity is ours and ours alone. Will we take full advantage of it?

No Nuts Bring Higher Market Prices Than Papershell Pecans

Perhaps you hadn't thought of it but pecans—delicious papershell pecans—are the highest priced nuts in the world, and the richest in food value. No other nut approaches it either in quality, flavor or price. The price is going up steadily for the demand is increasing more rapidly than the supply. There is good money in raising pecans to sell at 20c or 25c per pound. You know they sell for 50c, 60c and even more. As the prices advance, the profits for the pecan grower advance too.

Food Value of Fine Pecans

Dr. J. H. Kellogg, of the famous Battle Creek Sanitarium in Michigan, says: "I regard the pecan as one of the very finest of nature's choice products. A pound of pecans contains more nourishment than any other known food. In the next century nuts will largely, if not entirely, take the place of meats on the hill of fare—and the pecan will assume its rightful place at the head of the list of nourishing and digestible foodstuffs."

Be sure to plant you an orchard or at least a few trees this year and share in the great profits in store for those who grow delicious papershell pecans for the market.

Why We Grow Budded and Grafted Pecan Trees Exclusively

No planted pecan nut will reproduce the parent tree in all respects. You might plant the largest pecan nut in the world and when it came to bear nuts would be as small as the littlest one shown here. There's a reason and it is this: budded and grafted trees have been improved only in recent years and the tendency in pecans, as in all other things, is to breed back a dwarf in your orchard.

The older the pecan tree gets the less work and attention it requires. It is almost completely self-nourishing—sending its roots down into soil so deeply that it feeds on elements unreached by the root system of any other tree or plant. Pecan growing is a permanent investment and one that becomes increasingly profitable as the years roll on.

It Pays to Plant Pure-Bred Budded and Grafted Trees

When you plant good trees, pure-bred budded and grafted papershell pecan trees, you know what the results and the profits will be. And you know that the results will always be the same. Just as you can breed pure-bred bulls to scrub cows you can bud or graft the fine papershell trees to scrub trees. You can do that but it is absolutely impossible to do that and get as fine a tree as if you had budded or grafted to root stock grown from the finest papershell pecans. For our seedlings we plant only the big, fine papershell pecans—and onto these choice seedlings we bud or graft from trees that are already producing such nuts. The result is a pure-bred, highest grade pecan tree. That's the only kind we sell. That's the only kind it will pay you to plant.

Bass' Bred-Up Budded and Grafted Pecan Trees Bear Early

Hundreds of our trees are full of bloom in the nursery rows. Dozens of trees mature big, fine nuts in the rows. All of the trees are three to five years old from seed before we sell them. In two to five years more they will have a root system from five to ten years old. At this age they will begin to bear heavily and pay you a profit. Only pure-bred budded and grafted trees mature so early.



One of our 3-year-old Bred-up Pecan trees loaded with blooms and bearing heavily.

One of the Reasons Why Many Pecan Trees Are Worthless



This is the kind of stock that you see at many pecan nurseries—neglected, stunted, diseased. Who could expect to get a good pecan orchard with trees from a nursery like this?

Below is a picture of a section of the Bass nursery. This is the way our nursery looks. This is the kind of stock we sell. Which do you want?

Fully 90% of the pecan trees sold each year are not the high-grade tree purchasers are led to expect. It is not our desire to pronounce judgment on other concerns but we feel it our duty to warn men and women, who cannot be expected to know the true situation, that there is great danger of paying good money for worthless culs as well as trees that are not true to variety. These culs that are worked off at a low price are stunted and a stunted tree in the nursery will make a dwarf in your orchard.

Vigorous and healthy field grown bred-up trees are the only kind it pays you to plant and this is the only kind we sell. Naturally, you pay a little more for them.

to the way they have produced for the longest period of time. The only way we can be sure to get the big, fine papershell pecans is to take the buds or grafts from trees that produce such nuts and bud or graft them into strong, thrifty and vigorous seedling trees. We are the only nursery folks that plant only the big, improved variety of papershell pecans to get our seedlings. Most nurseries plant the little "seedling pecan" shown here. By planting only the big, fine pecan we get pure-bred stock all around.

The Surest Way to Lose Money Is to Buy Pecan Trees From Agents

Perhaps in no other line of business do you have to depend so absolutely on the honor and reputation of the firm from whom you're buying than in the pecan business.

The surest way to throw away good money is to buy pecan trees from an agent. Most agents are unreliable. They will talk to you, if given a chance, and work off inferior trees right before your eyes. They often sell trees that have never been budded or grafted to even poor varieties of high-grade stock. We know personally of many cases where the trees sold by agents had been scarred—they hadn't been budded or grafted at all.

The only safe way is to buy your trees direct from the nursery—and from a nursery that has a reputation for honesty, reliability and fair dealing. We are running our nursery on that basis and ask you to investigate our record. You will find that we are today the largest growers of pecan trees in the world. We couldn't have grown that big unless we had played fair, could we?

The Cheapest Trees Are the High Grade Bred-Up Pecan Trees

Nobody could make a bigger mistake than to set out a pecan orchard with half-bred, scrub, pecan trees. It is just as foolish as to go into the stock raising, or dairy, business and invest your good money in scrub cows.

Of course, you apparently save money—at first. You can buy scrub trees a few cents less than we will charge you for our high grade bred-up trees. But remember this: It costs just as much to set out sorry trees as it does good trees. It costs just as much to properly cultivate and care for sorry trees as for good trees. The only difference is the price you pay the nurseryman.



"Putting our Bred-up Pecans in hot beds to sprout before planting in the field."

Striking Points of Difference Between Pecan Growing and Fruit

Yes, many fortunes have been made in fruit growing. But where one pecan tree dies, thousands and even millions of fruit trees blight and take San Jose scale, but not so with the pecan. While early Fall frost and late Spring freezes kill millions of dollars worth of fruit, the pecan remains untouched.

The fruit grower is at the mercy of the wholesale buyer. He can't wait for a more favorable market. He must sell quickly or his product will rot. On the other hand the pecan grower can take his time. Pecans keep for many months and they do not deteriorate in transit to the market. The cost of maintaining a fruit farm is considerable: the cost of running a pecan orchard is insignificant. The life of the fruit orchard is short. The life of a pecan orchard is such that it will bring you a life income and continue to do so for your children and your grand-children.

One Planting Lasts a Lifetime

Cotton, corn, truck—practically every thing has to be planted over again every year. Practically every thing except pecans. One planting lasts a lifetime. What else can you put out that will make you good profits every year, steadily make you larger profits, and continue not only all your lifetime but on through the lifetime of your youngest child. What else will do that—except pecans? One thousand dollars has been offered for proof that any single pecan tree ever quit bearing, or died, on account of old age. You can't say this for any other fruit tree that grows.

Pecan Money Is Sending Many Boys and Girls Off to School

Practice economy and at the same time beautify your home by planting our bred-up pecan trees along the roadside, the fence lines, streets, drives—and in all those waste places.

Lots of folks are doing that and for three reasons. First, to make these waste places productive. Second, to make them beautiful. And third, because it is an easy, practical way to "grow" the money that their boys and girls will need later when they're ready to go off to school.

It takes a lot of money to send them to school. Yes, that's true. So also is this. Our bred-up pecan trees, if planted now, will bear heavily when the kiddies of today are old enough for college. Fifty dollars worth of nuts each year from a single budded and grafted pecan tree is not at all uncommon. Twenty trees producing \$50 worth of nuts per year brings in a total yearly revenue of \$1,000.

How Much Does It Cost to Set An Acre In Pecans?

The exact cost will depend, of course, on the size trees you set out. Twelve four-foot bred-up trees will now cost you only \$12. Sixty trees, enough for 5 acres, will cost \$54.

Say you buy larger trees and pay twice as much for them. You are still getting your trees much cheaper than prices were a few years ago, and besides you are getting higher grade stock. By all means put out a few trees, an acre, five acres, ten acres, of our bred-up papershell pecan trees this year. Don't put it off until next year, for that makes it just one year longer before you can enjoy the happiness, contentment and ease afforded those who grow fine pecans.

How to Plant It

How to Grow It



"This three-year-old orchard of our bred up Pecan trees was set out to send the Bass kiddies off to college and to start them out in life."



Pecan Trees Answer Every Purpose, Too, Of Fine Shade Trees



Note the fine root system of our bred-up trees. We ship trees fresh from our soil into yours.

Landscape gardeners rank the pecan as among the choicest shade trees for the South. It is naturally a straight, upright, vigorous growing tree and its foliage is remarkably rich and beautiful. Our bred-up trees grow larger and larger with age—in time becoming as majestic and friendly a "shade" tree as any fine oak or elm. On hundreds of school grounds in the South bred-up pecan trees are being set out both for shade and for nuts. Oaks, elms, chinaberry, etc. are being replaced by the hundreds with papershell pecan trees on the grounds of private residences.

A Substantial Income for You—a Heritage For Your Children

Only 5% of us, the experts have figured it, arrive at old age with enough money or income to see us through until the end. In other words 95% of people are in actual want in their old age or must live in absolute, and often embarrassing, dependence.

Think what it would mean to you to provide now so that no matter what happens you would live in ease and comfort in your declining years. Hundreds of people in the South are taking the step now that will bring the assurance of that comfort to them.

This opportunity, which provides both substantial income for you in your old age and will in turn prove a valuable legacy for your children, is open to everybody. The man of average means can grasp this opportunity just as well as the rich man. Take now—the step that means a life income for you, send the children off to school, and at last becomes a valuable legacy to help them get started in life.

This 100-Year-Old Pecan Tree Produced \$100.00 Worth of Nuts Last Season.

These Are The Four Most Profitable Varieties

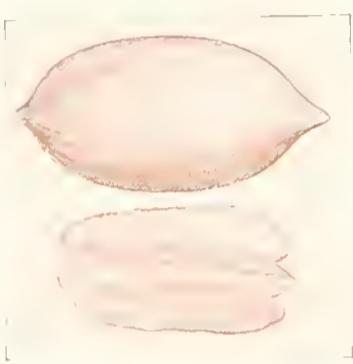


STUART

The Stuart is ranked at the top of the entire list of fine papershell pecans as a commercial success. It is one of the oldest of the budded and grafted varieties and has been tried out thoroughly in more places than any other pecan. The nuts are large to very large, fill unusually well and always command a good price. The Stuart is a beautiful nut and the tree is the hardiest and easiest to grow, being very vigorous and healthy and a heavy bearer. (A plate of beautiful Stuart papershell pecans is shown on the front cover of this folder). You are safe in planting the Stuart pecan for it is giving better results than any other variety in the South today. Our budded, budded and grafted Stuart trees are extra choice in every way.

SCHLEY

Our experience with the Schley is that it is an ideal pecan. It is an early bearer. Fills very full. It is thin shelled and cracks easily. The nuts are of medium size and bring the highest market prices. (Note picture of an actual nut opposite). Our stock of budded Schley trees make certain that those you plant will thrive and bear well if properly cared for.



Beautiful Nursery Stock of One of Our Young Orchards.

PRICE LIST

BASS' BRED-UP EARLY BEARING, PAPER SHELL PECAN TREES

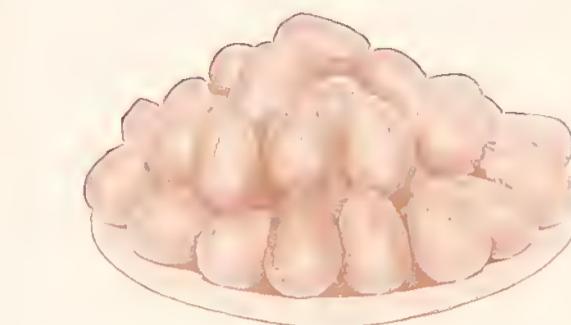
Size	Each	Five	Ten	100
2-3 Feet	\$.90	\$ 4.25	\$ 8.00	\$ 75.00
3-4 Feet	1.00	4.75	9.00	85.00
4-5 Feet	1.20	5.75	11.00	100.00
5-6 Feet	1.35	6.50	13.00	120.00
6-7 Feet	1.50	7.25	14.00	135.00
7 Feet to Large	2.00	9.00	16.50	150.00
Large	2.50	12.00	22.50	200.00
Extra Large	3.50	17.00	30.00	275.00
Extra Special	4.00	19.00	35.00	325.00

NO ORDERS ACCEPTED FOR LESS THAN \$5.00

Maybe you can buy trees for less money, but you cannot duplicate the quality of our budded trees, the care we exercise in digging and packing; and our prompt, safe delivery. Remember, too, that we guarantee every tree you get from us is field grown, hardy and well developed, properly handled and true to variety. They are guaranteed to please you in every respect or not to cost you one cent. Get your neighbors to club in with you. In that way you can get the benefit of the lower prices on larger lots.

SATISFACTION OR YOUR MONEY BACK

For the finest trees, place your order with us at once. Ten per cent. of the total amount of your order will reserve for you the choicest trees in our nursery. Remember, we absolutely guarantee perfect satisfaction. If you are not pleased in every respect with the trees we send you, we expect you to return them at our expense and we will refund you the full purchase price.



SUCCESS

The Success has probably attracted more attention than any other variety of papershell pecan that has been recently introduced. Although it is not the largest nut, the kernel has proved to be the heaviest in a test of fourteen varieties made during recent years. The Success is ovate in form. It has a thin shell and cracks readily. The kernel is plum and heavy and of excellent flavor. The tree is of good, sturdy growth and a heavy bearer. The Success is one of the most popular varieties of our fine, budded papershell pecan trees.



Bass Papershell

The Bass Papershell pecan is a new variety that has already proved to be one of the finest yet developed. In shape it is large and long and a beautiful color. It is thin shelled and easily cracked. The nuts fill unusually well. We have never seen another variety of budded pecan that bears as full or early. From all sections of the South we are getting the most flattering reports from growers of this fine pecan. The demand, so far, has always far exceeded the supply.

Terms and Conditions of Sale



TERMS are cash with order. We pay spot cash for everything and sell the same way. It saves us a lot of bookkeeping and annoyance and enables us to sell our high-grade budded trees cheaper.

HOW TO SEND MONEY—Send money any way that is most convenient to you. We do not have to pay exchange on checks.

WE CANNOT SHIP TREES BY MAIL.

OUR SHIPPING FACILITIES are exceptionally good. We are near the depots of two railroads and have open stations both day and night. Also have long-distance telephone and telegraph service. You can get us over the telephone any time.

OUR TREES ALWAYS FRESHLY DUG—We can dig and ship your trees any day.

ORDER EARLY—The demand for our high-grade budded trees far exceeds the supply, and it is very imperative that you send in your order early. Those who order early naturally receive the choicest stock.

GUARANTEE—We guarantee every tree sent out to be well grown, properly handled and packed and true to variety.

MISTAKES—We take great interest in our work, and probably make as few mistakes as anyone, yet we are not infallible, therefore stand ready to make good any mistakes that may occur as far as possible, or if any varieties ordered should accidentally not prove true to label, we will either replace the same free of charge or refund the purchase price, but are not liable for further damages.

TIME OF SHIPMENT—Unless otherwise instructed, orders received during the shipping season will be forwarded as soon as possible after receipt of the order.

SUBSTITUTION—If out of the varieties ordered we will send the ones we know to be the equal or superior unless instructed not to substitute.

NO CHARGE FOR PACKING OR DRAYAGE—We carefully pack and tag all trees free of charge.

OUR TREES FREE OF DISEASE—A certificate of inspection of the Mississippi State Entomologist guaranteeing our trees to be free of disease accompanies each bundle of trees. All inspection laws of other States are complied with.

BASS PECAN COMPANY

"Largest Growers of Pecan Trees in the World"

LUMBERTON, MISSISSIPPI

